



\$24.9M

REVENUE

\$10.5M

PROFIT

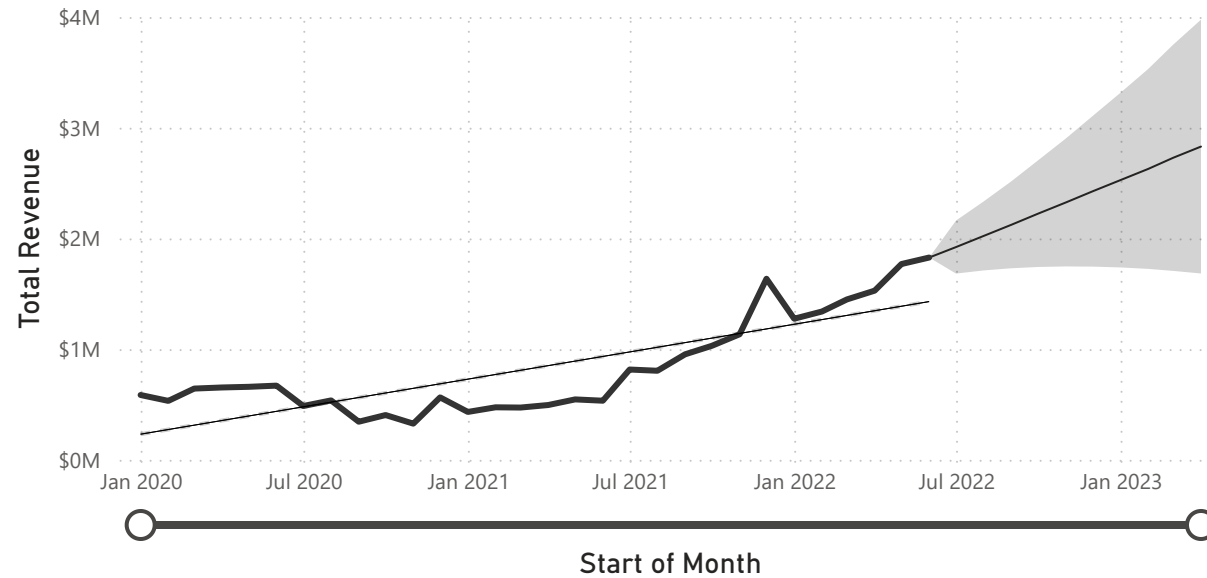
25.2K

ORDERS

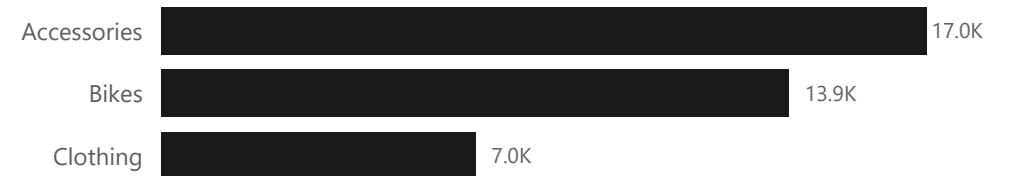
2.2%

Return Rate

Monthly Revenue



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2062	\$37,359	1.1%
Fender Set - Mountain	1975	\$87,120	1.4%
Mountain Bottle Cage	1896	\$38,100	2.0%
Mountain Tire Tube	2846	\$28,390	1.6%
Patch Kit/8 Patches	2952	\$11,796	1.6%
Road Tire Tube	2173	\$17,308	1.5%
Sport-100 Helmet, Black	1940	\$65,960	2.7%
Sport-100 Helmet, Blue	1995	\$67,830	3.3%
Sport-100 Helmet, Red	2099	\$73,465	3.3%
Water Bottle - 30 oz.	3983	\$39,835	1.9%
Total	15587	\$467,163	1.9%

Monthly Revenue

\$1.83M✓

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2.15K!

Prev Month: 2.17K (-0.88%)

Monthly Returns

167✓

Prev Month: 169 (+1.18%)

Most Order Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

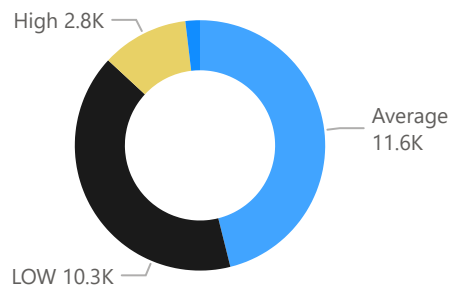
17.4K

UNIQUE CUSTOMER

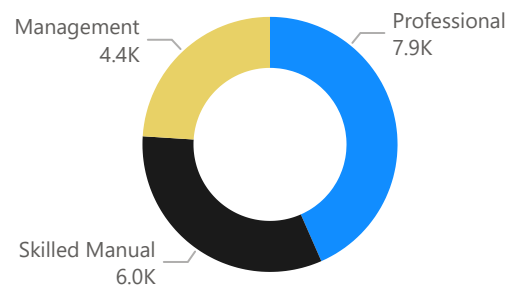
\$1.4K

REVENUE PER CUSTOMER

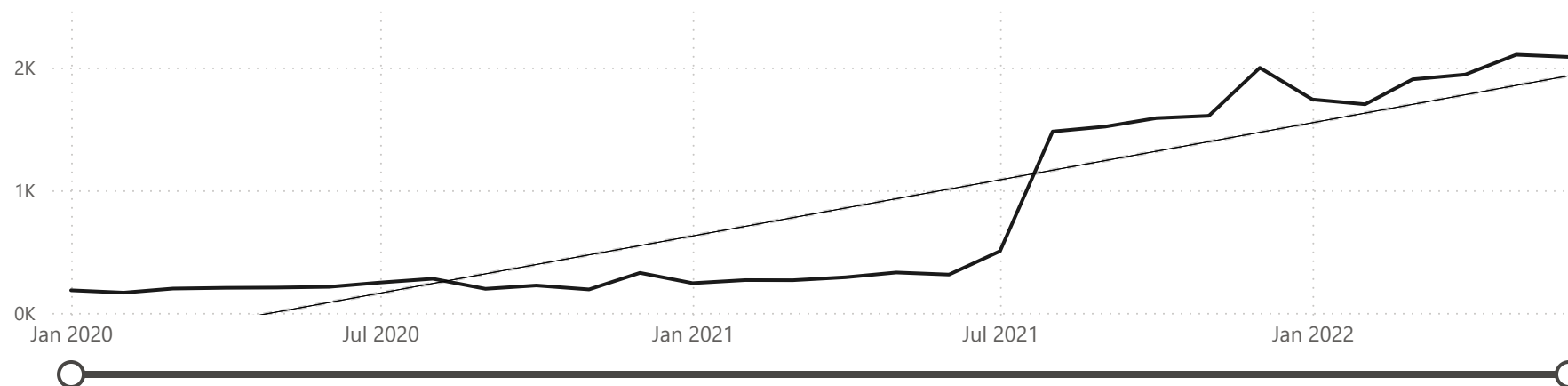
Orders by Income Level



Orders by Occupation



Monthly Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,016
11241	Mrs. Lisa Cai	7	\$11,332
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,023
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,438
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,330
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
Total		1272	\$615,425

Year

2020

2022

Top Customer (by Revenue) :

Mr. Maurice Shan

Orders :

6.00

Revenue :

12.4K

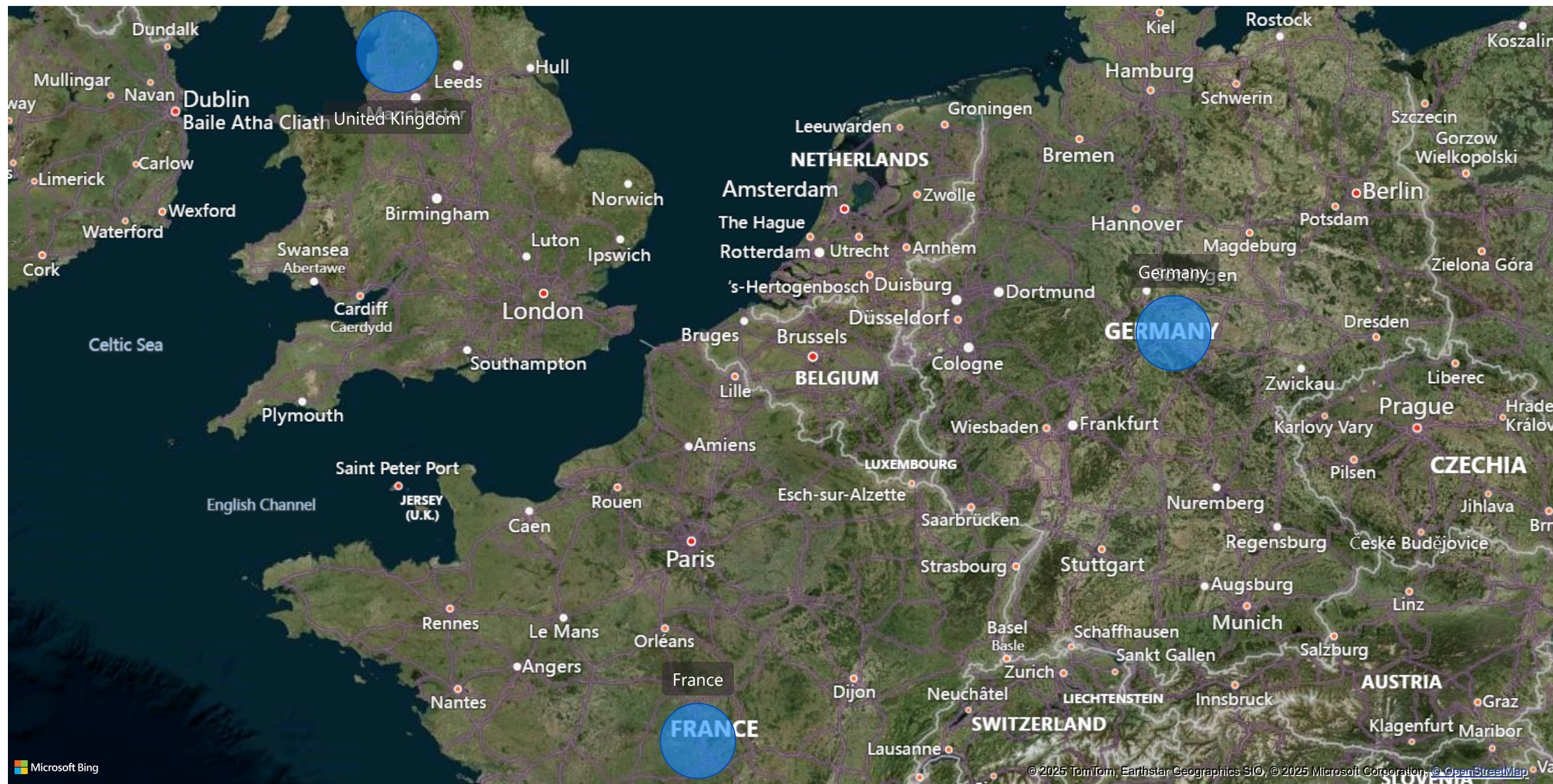


Select all

Europe

North America

Pacific



ProductName

☐ All-Purpose Bike Stand

☒ AWC Logo Cap

☐ Bike Wash - Dissolver

☐ Cable Lock

☐ Chain

☐ Classic Vest, L



Monthly Orders Vs. Target



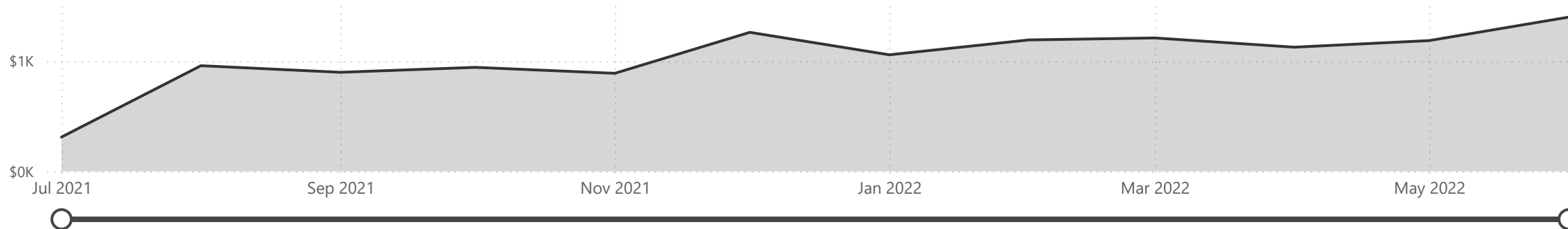
Monthly Revenue Vs. Target



Monthly Profit Vs. Target



Monthly Profit



Monthly Returns

